

Ad ID 781

Ad Text White media used to tell what is important for whites and cover facts important for Blacks.

Ad Landing Page <https://www.facebook.com/WilliamsKalvin-788980617892144/>

Ad Targeting Location: United States

Excluded Connections: Exclude people who like Williams&Kalvin

Age: 18 - 51

Language: English (UK) or English (US)

Placements: News Feed on desktop computers or News Feed on mobile devices

Exclude: Behaviors: Hispanic (US - All), Hispanic (US - Spanish dominant), Hispanic (US - English dominant), Hispanic (US - Bilingual: English and Spanish) or Asian American (US)

People Who Match: Interests: National Museum of American History, Maya Angelou, Mumia Abu-Jamal, The Raw Story or mother jones, Behaviors: African American (US)

Ad Impressions 8,390

Ad Clicks 1,591

Ad Spend 500.00 RUB

Ad Creation Date 07/21/16 09:15:28 AM PDT

Ad End Date 07/22/16 09:15:26 AM PDT



White media used to tell what is important for whites and cover facts important for Blacks.



Raqiyah Mays

@RaqiyahMays



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Notice how we never knew #TrayvonMartin went to Space Camp. how media shapes black boy narratives. #GeorgeZimmerman



1.6K Reactions 27 Comments 927 Shares

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